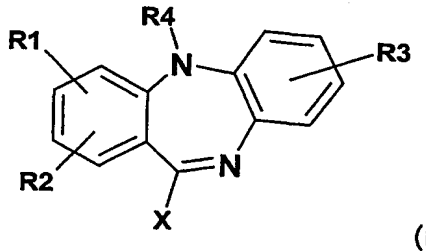
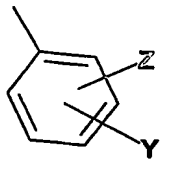
What is claimed is:

1. A compound of formula (I) or a pharmaceutically acceptable salt thereof,



(I)

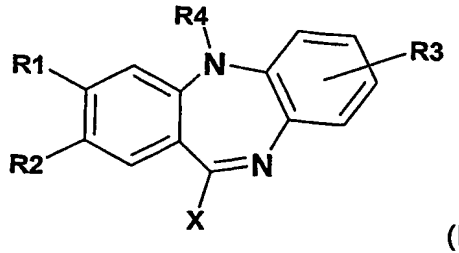
wherein R_1 and R_2, independently of each other, represent hydrogen, or C_1-C_7-alkyl, or R_1 and R_2 together with the carbon atoms of the phenyl ring to which they bind form a 5-, 6- or 7-membered cycloalkyl ring, which ring may optionally be substituted by one or more C_1-C_7-alkyl groups, which alkyl groups may also together form one or more 3-, 4-, 5-, 6- or 7-membered rings; R_3 represents -CN, -CO-R_5, or hydrogen, provided that, if R_3 is hydrogen, R_4 must represent C_3-C_7-alkenyl or C_3-C_7-alkynyl; R_5 represents aryl, or alkyl being unsubstituted or substituted by halogen, cyano, nitro, hydroxy, C_1-C_7-alkoxy, carboxyl or aryl; R_4 represents C_1-C_7-alkyl, C_2-C_7-alkenyl or C_2-C_7-alkynyl or R_4 represents C_2-C_7-alkanoyl; and X represents ligand (a),



(a)

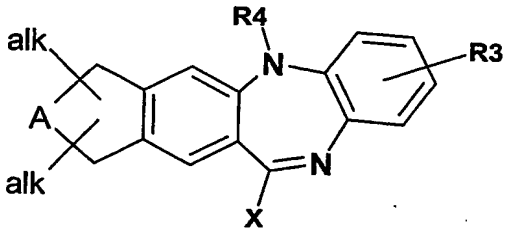
wherein Y may be in ortho, meta or para position and wherein Y represents carboxyl, C_1-C_7-alkoxy-carbonyl, aryloxycarbonyl, tetrazolyl, SO_3H or $P(O)(OH)_2$; and wherein Z represents hydrogen or a substituent selected from the group consisting of C_1-C_7-alkyl, C_1-C_7-alkoxy, halogen, CF_3, cyano and NO_2.

2. Compound of claim 1, wherein R_1 and R_2 are positioned as illustrated in formula (IIa).



(IIa).

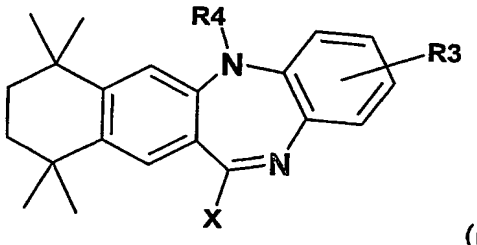
3. Compound of claim 1 of formula (IIb)



(IIb),

wherein alk in each case represent C $_1$-C_7-alkyl and A is CH_2, CH_2CH_2, or $CH_2CH_2CH_2$.

4. Compound of claim 1 of formula (IIc).



(IIc).

5. Compound of claim 1, wherein X represents p-carboxyphenyl.

6. Compound of claim 1, wherein R_1 and R_2 together with the two carbon atoms on the phenyl ring to which R_1 and R_2 respectively bind form 5,5,8,8-tetramethyl-5,6,7,8-tetrahydronaphthalene ring; X represents 4-carboxy-phenyl; R_3 is cyano or C_2-C_5-alkanoyl; and R_4 represents C_1-C_7-alkyl, C_2-C_7-alkenyl or C_2-C_7-alkynyl.

7. Compound of claim 6, wherein for R_3 is in the para-position relative to N-R_4 in formula (I).

8. Compound of claim 6, wherein R_4 represents C_1-C_7-alkyl and preferably methyl or ethyl.

9. A compound according to formula (I), or a salt thereof, for use in the treatment of the human body.

10. Use of a RXR-antagonist, in particular in accordance to the definition of formula (I), in the manufacture of a medicament for delaying progression of, preventing or treating a condition or disease being associated with RXR-antagonism, in particular selected from diabetes, type-2-diabetes, complication of diabetes such as retinopathy, nephropathy, neuropathy, and hyperlipidemia, obesity, dyslipidemia, and osteoporosis.

11. A pharmaceutical composition comprising a compound of claim 1 in association with a pharmacologically and pharmaceutically acceptable additive.

12. A method of delaying progression of, preventing or treating a condition or disease being associated with RXR-antagonism, which method comprises the steps of administering a therapeutically effective amount of a RXR antagonist, which method comprises the steps of administering a therapeutically effective amount of a compound of formula (I), or of a more preferred compound selected from the compounds according to formulae (IIc), (IIe), (IIIa), (IIIb), (IIIc), (IIId), (IIIe) and (IIIf), to a patient in need of such treatment, wherein said condition or disease associated with RXR-antagonism is preferably selected from the group consisting of diabetes, type-2-diabetes, diabetic complication such as retinopathy, nephropathy, neuropathy, and hyperlipidemia, obesity, dyslipidemia, and osteoporosis.